

DOWNTOWN GARNER

Garner Main Street Program Report

2013
2014

A Publication of the Garner Revitalization Association

*Celebrating Garner's 5th Anniversary as a
North Carolina Main Street Community*



About the Main Street Program

The Main Street Program promotes downtown-revitalization-based economic development within the context of historic preservation.

Garner was accepted into the North Carolina Main Street Program in 2009 after a competitive application process. Since that time, the NC Main Street Center staff has worked with the Garner Revitalization Association and the Town of Garner to assess the needs of the community, develop an economic vision for downtown and create a strategic action plan to implement the **Main Street Four-Point Approach®**, which focuses on **Organization, Design, Promotions** and **Economic Restructuring**.

Garner was named a **Nationally Accredited Main Street Program** in 2014 by the National Main Street Center® for the fourth consecutive year. Accreditation is awarded to communities who meet the program's 10 Standards of Performance.

For more information on the **Garner Main Street Program** or to become a volunteer, visit DowntownGarner.com.

New Signs Lead the Way to Downtown

Garner is installing new signage along Highway 70 and other routes to help motorists find key destinations throughout town. The signs will replace many of the aging brown and green signs — reducing clutter, eliminating confusion for visitors and improving the aesthetics of this important corridor.

GRA's Main Street Design Committee and staff led a three-year project to develop the wayfinding sign plan. The sign design was created by Steve Kolacz, owner of Grafixhouse Design Studio on Main Street, with input from the steering committee and many local and regional stakeholders including the NC Department of Transportation.

GRA partnered with the Town of Garner, who provided funding for the signs. Twenty-one signs will be installed initially, and several more will follow construction of the planned indoor recreation center to be built at Montague and Main Streets.



The Garner Revitalization Association (GRA) is a non-profit organization that supports the development of the downtown Garner area as a vibrant business, residential, entertainment and cultural center in partnership with government and private organizations following the Main Street Four-Point Approach®.



Streetscape Makeover

Implementation of the **Town of Garner Streetscape Master Plan** for the downtown area began in 2013 with the replacement of sidewalks along the two-block Central Business District of Main Street.

New concrete sidewalks with a brick furnishing zone replaced broken and uneven ones that had become unsafe and unsightly, and new trash receptacles were installed.

Upcoming projects from the streetscape plan include completion of sidewalks along Main Street to Benson Road and along Benson Road from Hwy 70 to Garner Road. Improvements will also be made to that intersection to improve traffic flow and create a more aesthetic gateway for the area.

GRA is launching an adopt-a-bench program to add seating in the district. Benches can be purchased in honor or in memory of friends or relatives. For more information, contact the GRA office.

Downtown Garner Economic Vision

Downtown Garner is a hub of **sports and recreation** and the center of **arts and culture** for the community and provides an ideal setting to nurture Garner's **emerging business leaders** and **active citizens** while preserving the **unique history** of the community.

Entrepreneurial Couples Grow Downtown Economy

Full Bloom Coffee Roasters

Patrick and Michelle Byrd, the couple behind Main Street's Rising Stream Media, have started a new venture — **Full Bloom Coffee Roasters**.

The Byrds, whose renovation of the building at 110 East Main Street won a NC Main Street Façade Improvement Award in 2012, hope to restore another downtown building to house the coffee roasting business.

Visit the "FullBloomCoffee" Facebook page for coffee and ordering information.



Owner and Head Roaster Patrick Byrd pictured with new wholesale packaging.

Disaster Area Designs



Disaster Area Designs makes custom MIDI controllers, pedalboard switchers, and effects pedals—or as they put it— *music technology to help musicians get more out of the gear they already own*.

Matthew and Kelly Farrow moved their Garner based business to half of the building at 404 East Main Street in the fall of 2013 and have already expanded into the entire space. They now employ 4 and ship their custom products all over the world — from Downtown Garner.

Volunteers have given over 1,020 hours to support the Main Street Program and other GRA initiatives in the past five years. These hours are valued at over \$23,000.

*The economic impact of the **North Carolina Main Street Program** in the past 33 years includes over **\$2 billion** in local investments, over **4,700** net new businesses and more than **18,000** net new jobs created in the downtown districts of the 100+ participating communities. **Decades of Success!***

Garner Main Street Program

2009
2014



2.5 Million
1.6 Million

Public
Investments
Private
Investments



41 New Jobs



7 Building Renovations

9 New Businesses 4 Facade Renovations



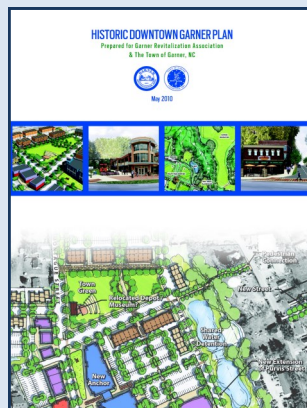
1,020 Hours

\$23,782 Value

Historic Downtown Garner Plan Implementation Update

The 2010 *Historic Downtown Garner Plan (HDGP)* was created by GRA and the Town of Garner to guide development of a vibrant town center to expand the historic central business district and maximize the economic impact of the town's original assets. Several strategic initiatives from the plan are now underway including:

- Development of an **indoor recreation center** as a civic and recreational anchor for the Town Center.
- Improvements to Montague Street, New Rand Road and Purvis Street to better **connect Main Street to Hwy 70**.
- Acquisition of over **11 acres of property** for the recreation center, street and infrastructure improvements and other redevelopment opportunities.
- Sidewalks to complete a 3.5 mile continuous trail connecting neighborhoods, churches, businesses, cultural amenities and recreation facilities.



The **Historic Downtown Garner Plan** can be found on our website, DowntownGarner.com.

Some of the above projects are being funded by the 2013 **Town of Garner Bond Program**. For more information, visit GarnerBonds.com.

TOWN OF GARNER
BOND PROGRAM



Elmo Vance was honored as a **2013 Main Street Champion** at the 2014 NC Main Street Awards Banquet.

Elmo, who has served as a member of the GRA Board since 2007, was nominated for the award by the group's Board of Directors in appreciation of his exceptional contributions to, and advocacy for, downtown revitalization.

Elmo is pictured above receiving his award from NC Assistant Secretary of Commerce Dr. Patricia Mitchell.

Garner Main Street Champions Hall of Fame

Kathy Behringer 2010
Garner Town Council

Magdy Saad 2011
Founding Board Member
Garner Revitalization Assoc.

Brad Bass 2012
Planning Director
Town of Garner

Garner Revitalization Association

Board of Directors 2014-2015

Patrick Byrd
Chair
Rising Stream Media

John Lancaster
Treasurer
Lancaster &
Townsend CPAs

Elmo Vance
NC DOT

Magdy Saad
Saad Investments

Ronnie Thompson
TT&E Iron and Metal

Neesy Green
VantageSouth Bank

Jason Bagwell
BlueWave Deployment

Ex-Officio Members

Debbie Dunn
Garner Performing Arts
Center

Kathy Behringer
Garner Town Council

Brad Bass
Town of Garner

John Hodges
Executive Director

Pop-Up Shops Wins Statewide Award

Downtown Garner's **Pop-up Shops**—temporary retail stores set up in vacant or underutilized spaces—won **Best Retail Promotion** at the 2014 North Carolina Main Street Awards Banquet. The “pop-ups” included **Market off Main**, held previously at downtown concerts (*below left*) and **Main Street Market**, held during the town's annual holiday celebrations (*below right*).



Concert Series Gets a Makeover



GRA's popular **Music off Main Downtown Concert Series** got a new name and a new look in its 2014 seventh season. The series was renamed **Downtown Sounds — Music on the Lawn**.

The new name and logo, developed by Garner's Main Street Promotions Committee, better reflects the group's mission to promote the entire downtown district. The *Music on the Lawn* tagline

is unique to the Garner Performing Arts Center (GPAC) lawn, while additional taglines may be developed for music events held in other locations in downtown.

The series is produced by the Garner Revitalization Association in partnership with Garner Parks, Recreation and Cultural Resources and is funded by sponsorships from generous local businesses.



Garner Revitalization Association

111 West Main Street, Suite 200, Garner, NC 27529
919-773-4402
downtowngarner@nc.rr.com
DowntownGarner.com
Facebook.com/DowntownGarner

